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RESEARCH ARTICLE

ROLES OF PERIODIC MARKETS IN FOSTERING RURAL DEVELOPMENT IN EMOHUA LOCAL AREA RIVERS STATE, NIGERIA

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ABSTRACT

The study examined the roles of periodic markets in fostering rural development in study area. Method of study was cross sectional survey and sources of data were primary and secondary sources. Random sample technique was applied to select six market out of the fourteen listed in the local government. Spatial and temporal patterns of markets were examined, figure 1. Data analysis was the use of likert scale weighted in the design of the questionnaires from (1-5) with (3.0) as criterion mean. Chi-square (X2) was used to test the hypothesis. Markets were held four and eight days, table 7 shows that the four days market generates about N1000000 (one million naira) per month, while the eight day market generates about N500, 000 (five hundred thousand naira). Null hypothesis (H0) was Accepted and the alternate hypothesis (H1) Rejected at values (7.8> X2 0.471). It implies that there was a statistical significant relationship between periodic market and the development of the sampled rural markets in the local government. The earnings from the markets creates chain multiplier effects on rural income growth which if encouraged by the government through the small and medium enterprise scheme (SMES) will boost the nation's economy. Table 8 of the study shows responses of traders on ways of improvement of rural periodic markets operations. However, the result obtained as shown from the table indicates that all items 1-5 have their respective mean below the criterion mean (3.0) therefore the item statements validated was accepted by the traders as the ways of improvement of periodic market operations in the study area. Study recommends that rural farmers should be educated on new farming techniques to boost their crop yield and government to provide improved variety of seedlings and sensitization through agricultural extension officers of the local government to achieve desired results.

INTRODUCTION

It is no doubt that the rural population is blessed with abundance of resource, which can be used not only for its development but also for national integration and development for future generation. The rural areas have been neglected and left on its own to grow and develop. Although recently the government has started paying some attention to the rural population, but it is nothing compared to the level of development the urban areas have attained. In time past and in the present, markets has been the gateway for the development of most of the ancient cities, examples of these were Kano, Kaduna, Ibadan, Lagos and Onitsha markets (Adelemo, 2010). Periodic markets function on certain days of the week, month or year. Their periodicity varies greatly between regions and this depends on population size, demand for commodities and services, the number of markets serving a particular region and perhaps the harvest seasons for particular crops (Ssabavuma, 2008). Rural periodic market is seen as an institutionalized activity occurring at a definite place and involving the meeting of people at a particular time or an authorized public concourse of buyers and sellers of commodities meeting at a place more or less strictly limited or defined at an appointed time (Kio-Lawson *et al.,* 2015). Such description exclude "those innumerable small places of ad hoc trading involving a handful of women meeting at street corner, in front of compound or on building sites. Traditional periodic market play very important role in the social and economic landscape of Africa. They are a "source of growth, a school of entrepreneurship and a device for distributing scale and other economies". "They inevitably shape local social organization and provide one of the crucial modes for integrating myriad peasant communities into a single social system" (Eighmy, 1997). In Rivers State, traditional periodic markets are vital economic and social institutions that facilitate the perpetuation of social relationship. Their method of organization, operation and structuring differ from one geographical region to another. The same can be said about the factors influencing their origin and product types but unarguably they possess the same value today. Despite the astronomical rate of rural-urban migration, rural periodic markets had continued to enjoy high patronage (Kio-Lawson et al., 2015). The same case could apply to the rural areas where periodic-markets could be used as a platform to solve problems of underdevelopment as emphasised in this research. Developing our rural areas is the only way the nation can experience all round economic growth and development. This study seeks to investigate the roles of periodic market in fostering rural development, focusing on Emohua local government area in River State.

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Aim and objectives of the study

The aim of the study is to examine the roles of periodic markets in fostering rural development in Emohua Local Area Rivers State, Nigeria.

The objectives of the study includes to:

- Identify various periodic markets in the Local Government Area.
- Identify the commodities sold in these markets
- Assess how the goods sold affect the lives of inhabitants of the communities.
- Quantify their earnings and how it affects their standard of living
- Examine the contributions of the periodic markets to rural and national development.

Hypothesis Statement

Ho: There is no statistical significant relationship between periodic markets and rural development.
Hi: There is a statistical significant relationship between periodic markets and rural development

Characteristics of Market Periodicity

Market periodicity varies from place to place. In Yoruba land, (Hodder, 2009) has identified two-day and four-day market periodicity. Also during the course of this study in Ikwerre and Emohua local government areas, the following market days were identified; an eight-day and four-day seasons for wide variation in periodicity. The variations from one community to another may have been based on "the traditional calendar" operational in that community which acts as a powerful ordering principles in the area. According to (Geist, 1990), the market days are widely spaced on the ground to attract the "threshold population". This opinion was summarized by (Hay and Smith, 2009)) as "proximity in space implies separation in time". In a separate study conducted by (Braun, et al., 2010) it was found that there was complementarity between temporal separation and spatial distance of periodic markets in West Africa. According to (Adelemo, 2010), he opines in the opposite that there is no correlation between both (temporal separation and spatial distance). According to him, this "may be due to the relative dependence on the markets", even though "a very little significant variation is found to exit between vocational distance between pairs of markets which do not meet on the same day. One important thing to note is that the market cycle varies from place to place and a period in one market cycle can also fall within another market cycle. However, (Ajetunmobi, 2010) points out that this concept suggests the optimality of market sequence (temporal and spatial).

Location of the Periodic Markets in the Study Area

Geographers are concerned with the spatial distribution of periodic markets. Discovering the existence and location of rural periodic markets can be a major research exercise and in Nigeria, it usually involves some huge research survey outlay. In Nigeria there was no concrete plan to invest in human development to alleviate the cycle of poverty characterizing rural Nigeria. Rivers State which is predominantly rural settlement with 80% of her population living in small and scattered hamlets is a picture of poverty and underdevelopment (Kio-Lawson et al., 2015). In Rivers State and Emohua local government in particular, each of the communities have their periodic market days in a hierarchical order. The goods offered for sales in these markets were transported from the smaller or lower order periodic markets to the major or higher order periodic markets, in that order. The regional economic base theory corroborates this phenomenon. The communities are engaged in rural basic economic activities especially agriculture. The people are predominantly farmers and fishermen. Large portions of their agricultural lands are used for farming where food crops and some cash crops are cultivated. Furthermore, some engage in fishing, hunting, livestock rearing and lumbering. All the goods were brought to the markets for sales and exchange for others services for local economic growth. The local government has about fourteen identified community periodic markets that are functional as follows;

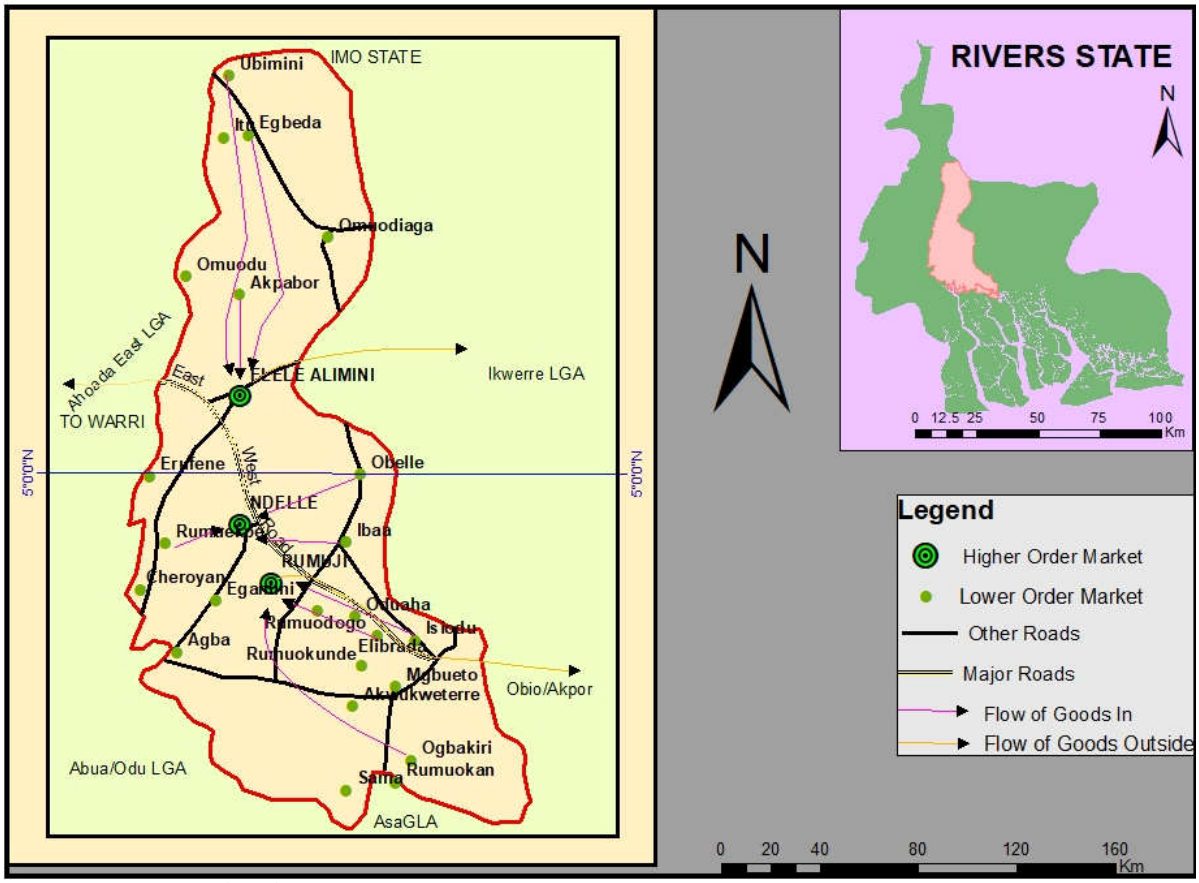
1. Ogbakiri community
2. Odegu community
3. Ibaa community
4. Emohua community
5. Obele community
6. Ndele community
7. Rumuekpe community
8. Elele Alimini community
9. Akpabor community
10. Omudioga community
11. Egbeda community
12. Ubimini community
13. Rumuji Community
14. Elibrada Community
15. Ubimini Community
16. Egbeda Community
17. Obelle Community
18. Rumuodogo Community
19. Rumuakunde Community
20. Isiodu Community

Method of Study

The study adopted the cross sectional survey method which includes the identification of the target population (population of the market women/men that were involved in the periodic market), the number of periodic markets in the study area, and the types of good displayed in these markets.

Sampling and Sample Size

The random sampling technique was used to select out of the listed twenty periodic markets in Emohua local government. The periodic markets were randomly selected in no particular order. At the end, six community period markets were selected as follows; Elele-Alimini, Rumuji, Ndele, these were the higher order periodic markets, while Ogbakiri, Elibrada, and Rumuekpe represented the lower order periodic markets in accordance with the central place theory of Walter Chritaller. In addition higher-order markets provide more goods and services than lower order ones as shown in figure I below. The flow of goods in the period markets are indicated by the arrows as shown in the legend, the lower order markets shift their goods to the higher order markets and the good are finally carried away by buyers from the urban centers from Warri, Owerri and Port Harcourt city.



Source: (GEM Cartography Laboratory, 2019)

Figure 1 Showing the Sampled Periodic Markets in Emohua local Government

Instrumentation and Data Analysis

The research utilized the primary and secondary sources of data. The primary sources involved the use of questionnaire which was designed to elicit vital information from respondent especially the market women/men in no particular order as well as other traders who own shops in the market while the secondary sources involved the review of previous work done on the field of study. The chi - square was used to test the hypothesis. Furthermore, a likert scale according to (Meyer, 1997) was weighted in the design of the questionnaires from (1-5) as shown below to ascertain the level of acceptance of variables for each questionnaire items posed to traders in the market as follows:

Strongly Agree (SA) -1 point
Agree (A) - 2 points
Undecided (UD) -3 points
Disagree (D) - 4 points
Strongly Disagree - 5 point

Weighted Means

This was gotten by adding all the points and dividing by the number of options. For example

This implies that item mean lower than 3.0 will be accepted, while those higher than 3.0 will be rejected. The comparison between means were tested at 95% confidence interval (p=0.05) using z test. Data Analysis involved the use of descriptive statistics, percentages charts and graphs to explain perceived opinions. The Chi-square (X^2) was used to test the stated hypothesis.

Chi-Square (X^2); is given thus;

Where;
F_o = observed frequency
F_e = expected frequency.

RESULTS

Gender characteristics: Table 1 Showed data on demographic characteristics of respondents; the analysis shows that 55% were females while 45% were Males. This was also shown in the chart below**,** Figure 2**.** Table 1 and 2, below showed the age and sex structures of respondents. About 45% were males and 55% were females in the sampled areas. In the age structure, most respondents were at the peak of their youth years which ranged from (25-29), (30-34), (40-44) and (50-54) years of age, as shown in the table 2 and Figure 1 above. The Table 3, below showed the different occupations of the respondents. The table shows that the respondents were predominantly farmers 65%, 210% traders while 25% were fishermen respectively. This was corroborated in the pie chart below. The table 4, below showed the sampled communities and the type of market, days and frequency of the market. The table at a glance shows that the evening market operated twice after eight market days, while the day time market operated four times after four market days respectively. The Table 5 above shows the different agricultural produce that were displayed at the market they include; Yam 20%, Garri 25%, Plantain 25%, and Beans 10%, and fish 20% respectively. The products from the lower order market which were brought by the traders to the higher order market were eventually purchased by traders from the cities such as Yenagoa, Warri, Port Harcourt and Owerri cities.

Table 1. Sex of Respondent

Sex	Elele-Alimini		Rumuji		Ndele		Ogbakiri		Elibrada		Rumuekpe		Row total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Male	10	50	10	40	10	40	5	50	5	50	5	50	45	45
Female	10	50	15	60	15	60	5	50	5	50	5	50	55	55
Total	20	100	25	100	25	100	10	100	10	100	10	100	100	100

Table 2. Age Categories

Age-Categories	Elele-Alimini		Rumuji		Ndele		Ogbakiri		Elibrada		Rumuekpe	
	N	%	N	%	N	%	N	%	N	%	N	%
18 -24yrs	2	10	3	14.0	2	10	2	14.0	2	16.6	2	15.0
25-30yrs	4	20	4	19.0	2	10	2	14.0	2	16.6	2	15.0
31-34yrs	3	15	2	9.5	3	15	2	14.0	2	16.6	2	15.0
35-39yrs	3	15	2	9.5	2	10	2	14.0	1	8.0	1	7.7
40-44yrs	2	10	3	14.0	4	20	1	7.0	1	8.0	1	7.7
45-49yrs	2	10	2	9.5	3	15	2	14.0	2	16.6	2	15.0
50-54yrs	2	10	3	14.0	2	10	2	14.0	1	8.0	1	7.7
60-65yrs	2	10	2	9.5	2	10	1	7.0	1	8.0	2	15.0
Total	20	100	21	100	20	100	14	100	12	100	13	100

The chain of distribution showed the spread of rural economic activities from the rural areas to the urban centres, thereby fostering the growth of the nation's gross domestic products.

Table 3. Showing the Occupations of Respondents

Occupation	No of Respondents	Percentage
Farming	65	65
Trading	10	10
Fishing	25	25
Total	100	100

Table 4. Days and time of periodic market operation in the sample area

Communities	Time of market	Days of Market	Frequency of Market
Elibrada	Evening	8	4 times a month
Elele-Alimini	Day time	4	2 times a month
Ndele	Day time	4	2 times a month
Rumuji	Day time	4	2 times a month
Rumuekpe	Evening	8	4times a month
Ogbakiri	Daytime	8	4times a month

Table 5. Major agricultural produce displayed in the markets

Agricultural Produce	No of Respondents	Percentage
Garri	25	25
Beans	10	10
Plantain	25	25
Yam	20	20
Fish	20	20
Total	100	100

Table 6. Income earned by traders from produce displayed at the markets

Earnings in ₦	No. of Respondents	Percentage
Less than 10,000	10	10
10,000- 30,000	20	20
30,000 - 40,000	20	20
40,000 – 60,000	25	25
60,000 and above	25	25
Total	100	100

The Table 6 above explains the average earnings from respondents from the produce displayed at the markets. The figure shows that the highest earning comes from garri and plantain ₦40,000 – ₦60,000 followed by yam and fish, ₦60,000 and above, while Beans was below ₦10,000 respectively. The earnings creates chain multiplier effects on rural income growth which if encouraged by the government through the small and medium enterprise scheme (SMES) will boost the nations economy. The earnings also suggest that some socio-economic needs of the traders are met, thereby improving their living standard.

Table 7. Class of Goods Sold in the Markets

Class of Goods	No. of Respondents	Percentage
Agricultural	83	83
Manufactured	17	17
Total	100	100

Table 7, showed the class of goods sold at the periodic market, agricultural produce were predominant about (83%), while (17%) were manufactured goods, the pie chart in figure 4 below confirms the assertion. These agricultural products if boosted by the local government by encouragement of the farmers on provision of improved seedling for high yield would increase food production and reduce high prices the products in the market. Table 8 below shows responses of traders on ways of improvement of rural periodic markets operations. For item 1; 60 (60%) reported strongly agree, 10(10%) shows agree, 10(10%) were undecided and only 10 (10%) disagrees from the entire traders that were interviewed. In item 2; 55(55%) shows strongly agree and 25(25%) of the traders agreed, while 10 (10%) each disagreed and strongly disagreed. For item 3; 45(45%) strongly agreed, 40(40%) agreed and 5(5%) strongly disagreed. Item 4 shows that 35(35%) strongly agreed, 40(40%) agreed, and 10(10%) disagreed and 15(15%) strongly disagreed on the issue of construction of more market stalls. Finally item 5 shows that 40(40%) strongly agreed, 35(35%) agreed, 5(5%) disagrees and 20(20%) strongly disagree that adequate security in the markets to protect traders and good are their priority for improvement. However, the result obtained as shown from the table 8 above, indicates that all item 1-5 have their respective mean below the criterion mean (3.0) as a result, each of the item statement validated was accepted by the traders on the way of improvement of periodic market operations in the study area. Table 9 above the periodic market are categorised based on the typical day of operation and the amount generated quantified. The table 9 shows that for the market that operates every four day, that about a total income of ₦1000000 (one million naira) were generated each per month, while for the eight day market generates about ₦500, 000 (five hundred thousand naira) were generated. It is worthy to note that the amount of income generated is based on the category of the market as earlier stated (higher order and lower order periodic market).

Table 8. Suggested ways to improve Rural Periodic Markets by Government or Organizations

S/N	Options	SA	A	UD	D	SD	X	Remark
1.	Provision of soft loans to boost production through (SMES) and provision of seedling and fertilizer	60	10	10	10	10	2.4	Accept
2.	Construction good roads to transport produce to the markets	55	25	10	10	-	2.2	Accept
3.	Provision storage facilities to keep perishable goods before market days	45	40	10	-	5	2.2	Accept
4.	Construction of more market stalls to accommodate more traders	35	40	-	10	15	2.4	Accept
5.	Adequate security at the markets to protect goods and traders	40	35	5	-	20	2.2	Accept

Table 9. Days and time of periodic market operation and income generated to improve the economy of the LGA

Communities	Time of market	Days of Market	Frequency of Market	Total income generated
Elibrada	Evening	8	4 times a month	₦500,000
EleleAlimini	Day time	4	2 times a month	₦1000000
Ndele	Day time	4	2 times a month	₦1000000
Rumuji	Day time	4	2 times a month	₦1000000
Rumuekpe	Evening	8	4times a month	₦500,000
Ogbakiri	Daytime	8	4times a month	₦500,000

According to World Bank report on low income economy, this is defined as those communities with a Gross National Income (GNI) per capita calculated using the World Bank Atlas method as $ 1,026 and $4035(World Bank Report, 2016). The table 9 above clearly shows that with the income generated according to the traders in each of the market day contribute greatly to the growth of the economy of Emohua local government using the World Bank index of measure of rural economic growth.

Hypothesis Testing

H_0: There is statistical significant relationship between periodic market and rural development.

H_1: There is no statistical significant relationship between periodic market and rural development.

Table 10. Contingency Chi square on the impact of periodic market and rural development

Income	A		B		
	O	E	E	O	Total
Below 5,000	7	6.7	20.2	18	27
10,000	8	8	24	24	32
15,000	6	7	21	22	28
Above 20,000	4	3.7	11.2	11	15
Total	25		75		100

Given the formula as X^2 =

$$df = n - 1$$
$$= 4 - 1$$
$$= 3$$

T critical = 7.8

Table 10 above the analysis shows that X^2 calculated as 0.471 while the critical value at 0.05 significant was 7.8. Therefore, since the calculated value was 0.471 and T critical value 7.8, greater than the calculated value, the null hypothesis (H_0) was Accepted and the alternate hypothesis (H_1) Rejected. It implies that there is statistical significant relationship between periodic market and the development of the sampled rural markets areas in particular and the local government in general.

Over - view of the Activities of the Periodic Market in the study Area

Markets are influenced by a number of factors which include; size of selling space, traffic circulation, and security of goods and people (Ajetunmobi, 2010).

The major periodic markets in Emohua local government were originally located along major roads which are very fundamental to any market location. Some of the major periodic markets identified include the Elele Alimi, Ndele market and the Rumuji markets located along the East/West road to Port Harcourt city. Furthermore, these towns served as higher order towns with infrastructural facilities that supported the population that visit the market on a typical market day. Those that visit the higher order markets come from neighbouring such as Bayelsa, Delta, and Imo States and Port Harcourt city in Rivers State. The lower order markets operates sometime as evening and morning markets and fall on the eight market day category, they are Ogbakiri, Elibrada, and Rumuekpe periodic markets. The location for markets must have good access road or good road network with compatible adjacent land uses (such as catering and agro-allied business industries). These locational requirements must be balanced against other factors such as the suitability of the site in terms of security, ownership, size, and availability of loading/parking lots for visitors to the market. Optimum site location will reduce the financial costs of transportation for both sellers and buyers, lowering margins, and ultimately decreasing the costs to consumers (Browley, 1994). In addition, the affordability of goods in terms of costs also has an economic and social impact in creating the opportunity for multiple purchases and wealth creation. Congestion in the markets has often being a major factor influencing market improvements (Boston, 2010). Problems often occurs where access could be limited to only one operating entry and exit and where the market authority uses the gate to control entry in order to maximize revenues. If the lead-in length of the internal access road was also very small and the parking lots for vehicles were not rigorously controlled, congestion was inevitable. The minor and the major periodic markets in the local government have good access roads; these and other facilities has given boost to the transportation of the agricultural produce from the minor markets communities to the major markets communities in the study area.

The importance of market in Rural Development

Market location in geography is where goods and services are bought and sold. Markets are very important to rural and urban dwellers. An inefficient marketing system constitutes constraint of the effectiveness of any development (Omole and Umearokum, 2002). Markets are socially and economically important to human life and community existence. Markets constitute the principal means of dissemination of both

information and ideas (Nwafor, 1982). Markets which were in almost permanent section, were found mainly in large towns or urban centres, but in rural areas markets were held at intervals of between 4 and 8 days and occasionally longer, hence periodic market. It was possible for a local market to attract several thousands of people on its market day and be completely deserted during the week. Rural markets are both economical and socially significant feature of Nigeria scene. Major features of such markets are their periodicity. The interval between markets days are often used in preparing goods for sales for the next market day and also to enable both the rural and urban dwellers gather enough money to purchase the goods and sell them in major cities (Ehinmowo and Ibitoye, 2010).

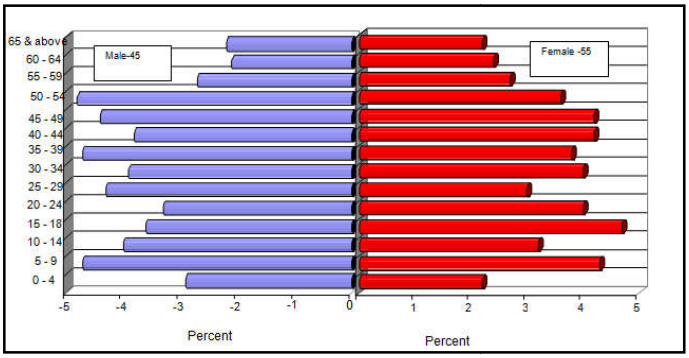


Figure 2 Percentage Age-sex Distributions in the Study (All Categories)

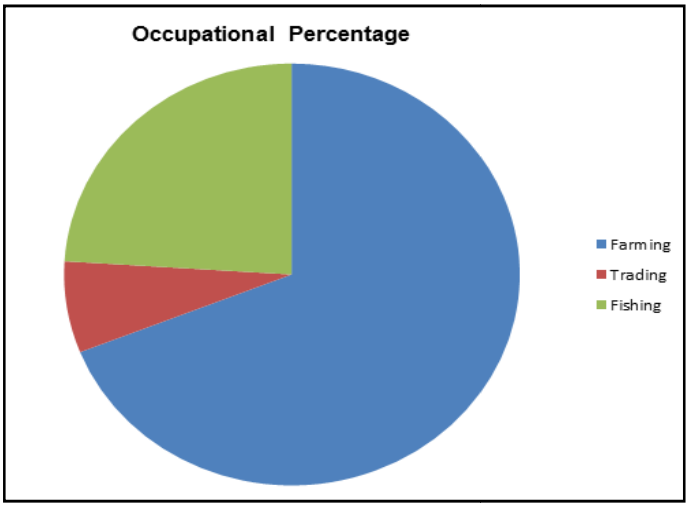


Figure 3: Occupation of respondents in the study area.

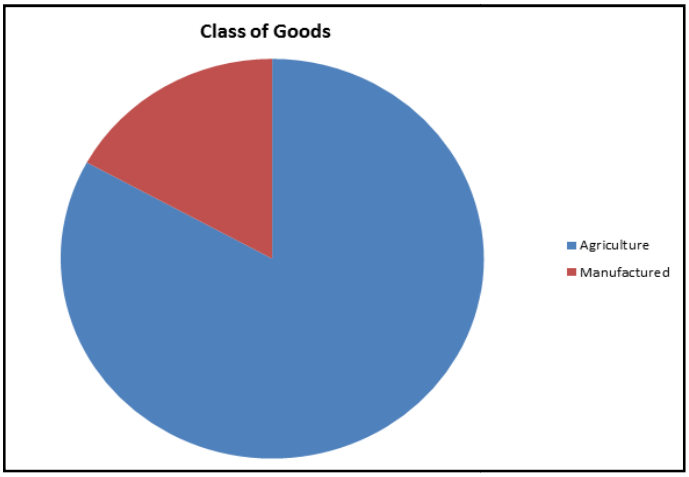


Figure 4 Class of Goods Sold in the Periodic Market

Periodic markets are very important in the socio-economic space where they are located, because it is a major channel of distributive activity (Eighmy, 1972). It is in the periodic markets that local foodstuffs are bulked to the urban centres, while urban manufactured and imported goods are distributed within the reach of the rural people. In most communities in Emohua local government there is a considerable level of improvement in distribution of goods and services and social welfare due to the effectiveness of the periodic market as buyers from the urban areas are attracted to the market causing income circulation. About 70% of rural populations are engaged in rural agricultural productions and their produce are sold in the periodic markets. According to (Ajetunmobi, 2010) rural development is defined as a "process of not only increasing the level of income in the rural areas, but also increase in the standard of living of the rural populace.

FINDINGS AND DISCUSSION

The research has shown that there is significant relationship between periodic market and rural development. Table 6 above shows responses of traders on ways of improvement of rural periodic markets operations. For item 1; 60 (60%) reported strongly agree, 10(10%) shows agree, 10(10%) were undecided and only 10 (10%) disagrees from the entire traders that were interviewed. In item 2; 55(55%) shows strongly agree and 25(25%) of the traders agreed, while 10 (10%) each disagreed and strongly disagreed. For item 3; 45(45%) strongly agreed, 40(40%) agreed and 5(5%) strongly disagreed. Item 4 shows that 35(35%) strongly agreed, 40(40%) agreed, and 10(10%) disagreed and 15(15%) strongly disagreed on the issue of construction of more market stalls. Finally item 5 shows that 40(40%) strongly agreed, 35(35%) agreed, 5(5%) disagrees and 20(20%) strongly disagree that adequate security in the markets to protect traders and good are their priority for improvement. However, the result obtained as shown from the table 8 above, indicates that all item 1-5 have their respective mean below the criterion mean (3.0) as a result, each of the item statement validated was accepted by the traders on the way of improvement of periodic market operations in the study area. As asserted in the hypothesis in table 10. Also table 9 categorised the market according to the level of income generated on a typical market day. The table 9 clearly showed that with the income generated according to the traders in each of the market day per month that they also contributed greatly to the growth of the economy of Emohua local government using the World Bank index of measure of rural economic growth.

Conclusion

The impact of rural periodic market can never be overemphasized. Periodic markets in rural areas perform diverse socio-economic functions towards the integration of peasant economic systems. Commercial activities among rural dwellers are mostly carried out through periodic markets there by bridging the gap of social economic isolation associated with rural area as well as integrating peasant traditional societies into regional and national socio-economic systems (Ssabavuma, 2008). The study showed that there is a significant relationship between periodic market and rural development in the study area. Although the farmers in the community were engaged in rural subsistence agriculture with only little surplus produce which they take to the market for sales. They were able to feed their families and also take care

of other social economic issues with less dependence on what the government will provide for them. This has in no small measure contributed to the revenue of the local government considering value chain of activities that were involved on a typical market day. One major factor, which hinders the growth of rural periodic market, was their fragmented land size because they are engaged in subsistence farming and lack of support from the government in terms of provision of soft loans and other infrastructural facilities to enhance their business. This has affected the growth of agriculture which was the major produce sold in the markets and short supply of goods to the market. The resultant effect would be consumers' low purchases which may malnutrition and unhealthy community.

Recommendations

In order to improve the welfare of rural dwellers through periodic markets with respect to this research findings, the following suggestions are made;

- Government should extend development to the rural area through the provision of incentive and such as soft loans to farmer to increase their farm land and purchase improved seedlings.
- Government should encourage rural traders (sellers and consumers) by building rural modern markets. This will to bring development to the rural population and reduce rural –urban migration.
- Community Development Committees (CDCs) should also contribute to the growth of rural markets by providing social amenities and security to the farmers and traders to curb the trend of thefts and social vices.
- Private individual are encouraged to partner with the local government to build stalls for trader in their communities to enhance their business.
- The rural farmers should be educated on new innovative farming techniques to boost their crop yield and also provision of improved variety of seedlings and sensitization through agricultural extension officers of the local government.

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